

**MINUTES
OF THE REGULAR MEETING OF THE
VETERANS MEMORIAL COMMITTEE
HELD AT CITY HALL
June 15, 2012
7:30 AM**

I. CALL TO ORDER

Chairman Goergen called the meeting to order at 7:30 am

II. ROLL CALL

Answering roll call were Members Benson, Cardarelle, Christiaansen, Kieffer, Kojetin, Lonsbury, Reed, Schwartz and Goergen

Staff in attendance: John Keprios, Edina Parks and Recreation Department Director

III. APPROVAL OF MEETING AGENDA

Member Goergen added the discussion item Committee Member Bios.

Motion by Member Lonsbury and seconded by Member Cardarelle approving the meeting agenda.

Ayes: Benson, Cardarelle, Christiaansen, Kieffer, Kojetin, Lonsbury, Reed, Schwartz and Goergen. Motion carried.

IV. ADOPTION OF CONSENT AGENDA

Motion by Member Kojetin and seconded by Member Cardarelle to approve the Consent Agenda as follows:

A. APPROVAL OF THE MAY 18, 2012 VETERANS MEMORIAL COMMITTEE MEETING MINUTES WITH THE MODIFICATIONS NOTED.

Member Schwartz requested on page 7, paragraph 5 replace "the technical staff and the marketing staff" with "his wife".

Member Goergen requested on page 2, paragraph 2 last line, change "Benson..." to "Reed and Christiaansen". On page 3, under Edina Rotary on Sentinel change "\$25,000" to "\$20,000". On page 6 change "McCain" to "McKane".

Ayes: Benson, Cardarelle, Christiaansen, Kieffer, Kojetin, Lonsbury, Reed, Schwartz and Goergen. Motion carried.

V. COMMUNITY COMMENT

There were no members of the general public present at the meeting.

VI. REPORTS/RECOMMENDATIONS

A. PERMANENT QUOTES FOR THE MEMORIAL

Member Goergen indicated the team now has a final list of eight quotes.

Member Christiaansen suggested because they do not know how many locations will be available for quotes they give the list to the architect to see how many are needed or envisioned before limiting the list further. Member Goergen replied they need to make a decision of potential places. He requested the committee comment on this list.

Member Lonsbury stated one quote was found on a memorial in Rochester, the other quotes are from recognizable people, thus he thought it is important to have people opposed to sayings. He asked about coming up with their own language as opposed to having quotes. Member Christiaansen pointed out one quote listed as unknown and researched to attribute to an individual. Member Reed added that the Committee will come up with the inscription below the five seals on the main object.

Member Reed discussed how the committee came up with the list of eight, which includes community, all veterans and KIAs. He added two quotes cover both KIAs and veterans. The quotes should be in meaningful and in a strategic location.

Member Christiaansen added the quotes represent the committee and their values. Member Schwartz replied the fewer the quotes the stronger they are.

Member Kojetin stated he will bring a replica of the sentinel to the next meeting.

Member Lonsbury stated they can't use all available space for quotes because there needs to be space for donor names.

Consensus was to provide the list to the architect for feedback before making a final determination of quotes.

The committee complimented the Quote Committee on the nice job they did.

Motion by Member Christiaansen to send the list of eight quotes to the architect for feedback before making a final determination, seconded by Member Benson.

Ayes: Benson, Cardarelle, Christiaansen, Kieffer, Kojetin, Lonsbury, Reed, Schwartz and Goergen. Motion carried.

B. EDINA ROTARY LOGO ON SENTINEL AND DONOR RECOGNITION PLAN

Director Keprios showed the latest rendition from the architect.

Member Goergen questioned the height of the monument. Director Keprios replied if the committee wants to alter dimensions they will need a motion; however, the architect will disagree with any additional height.

Member Kojetin stated for the next meeting he will have a model made and they can review at that time. Also, size of emblems will be mocked and placed on the monument. He added he needs the dimensions of the flag base and the sentinels as size will determine space for quote letters.

Member Lonsbury encouraged the that committee meet in the park for the next meeting because the mock up will be better viewed spatially in the park versus in the building.

Member Goergen questioned the wall height vandalism issue.

Member Schwartz asked if the lettering will be in alphabetic order or when they passed. Member Christiaansen replied they are currently in alphabetic order.

Committee consensus was to wait until they see the mock up at the park next month.

Director Keprios handed out a brochure that is given after the presentation. He also showed thank you notes and suggested they contact him if they need any.

Member Goergen questioned the Rotary logo.

Director Keprios recommended that those who donate \$5,000 or greater be in one location. He presented a model of what was done at Fox Meadow Park, which has three categories but added it will depend on how many donors and at what levels. If someone donates \$100,000 maybe offer them a limited amount of text. All donors could be placed in one location.

Director Keprios suggested the committee send a message to the Rotary that they prefer not to have a logo and ask if they would still be willing to donate. Discussion ensued regarding the size of the potential logo.

Director Keprios proposed three categories, which is in sync with the City donation policy. He noted the memo figures were possible levels.

Member Lonsbury stated they should be up front and have the dollar layers in place so donors can decide.

Member Lonsbury suggested the top level be \$75,000 plus, the middle be \$20,000 plus, which has already been established with the Rotary donation, and the bottom be \$5,000 plus.

Motion by Member Lonsbury to approve staff's recommendation with the exception of the Rotary Club's request for a logo, seconded by Member Cardarelle.

Ayes: Benson, Cardarelle, Christiaansen, Kieffer, Kojetin, Lonsbury, Reed, Schwartz and Goergen. Motion carried.

C. 2012 AIR EXPO BOOTH

Director Keprios presented the 2012 Air Expo Booth paperwork and indicated this is a free annual military air show at Flying Cloud Airport and could be a potential setting to educate people about the Veteran's Memorial. He requested committee input of interest.

Consensus was that it is more of a forum for individuals to discuss or tell stories and probably would not be a good event to discuss the Veteran's Memorial since it is a community effort and not a big fundraising opportunity.

Director Keprios stated he would contact them and decline.

D. COMMITTEE MEMBER BIOS

Director Keprios requested bios from each committee member. He asked if anyone would object to having their bio online. The size and length of the bio was discussed, which should include education, career and military background. He requested they be submitted by next week.

VII. STANDING COMMITTEE REPORTS

A. FUNDRAISING/TREASURER

Member Goergen stated that Director Keprios has a master list which will be handed out after the meeting.

B. MARKETING/COMMUNITY RELATIONS

Member Goergen noted last month they tabled marketing to the public. They are looking at a timeline of July 4th.

Member Lonsbury asked if the model will be done before July 4th to be put in the park on that day. Director Keprios replied he requested, but it falls under the no sign ordinance. Member Lonsbury asked to revisit this issue.

Member Goergen stated there will be a presentation at the dinner the night before. Member Schwartz questioned giving the presentation at the dinner. Director Keprios replied they met with the committee and promised to do the presentation before they serve dinner.

Member Goergen asked about a tri-fold flyer. Member Lonsbury replied they need to have this for July 4th so he will work with Director Keprios.

Member Schwartz stated he will provide his display board to Director Keprios to use for the dinner.

Director Keprios provided a handout and stated the architect has submitted a proposal to get to the finish line, but he thought the dollars were high. He requested the committee review and advise.

Director Keprios advised he is trying to get a contract agreement between the attorney and the artist. He stated the Park Board approved and once the money is in the bank, they can sign the contract, just for sculpture. He added he will bring this forward to Council for approval.

C. RESEARCH (KIAs)

No report.

D. DESIGN/ARCHITECTURE

No report.

Meeting adjourned at 8:56 am